10

TECHNIQUE FOR SECURELY CONDUCTING ONLINE TRANSACTIONS

Abstract of the Disclosure

In e-commerce, customers conduct transactions 5 with merchant servers on the Internet, which are associated with different merchants. A financial data center is established to handle the finance attendant to the online transactions, in accordance with an inventive financial service. Each merchant participating in the inventive financial service maintains a merchant account in the financial data center. Similarly, each customer subscribing to the inventive financial service maintains a user account in the financial data center. conducting an online transaction, after a customer makes 15 a purchase from a merchant server, the merchant server communicates purchase information to the financial data In response, the financial data center center. identifies the corresponding user and merchant accounts. Upon receiving an affirmation of the purchase from the 20 customer, the financial data center transfers the purchase amount from the user account to the merchant account to complete the online transaction.